Introduction

Tourism is travel for recreational, leisure, or business purposes, usually of a limited duration. Tourism is commonly associated with trans-national travel, but may also refer to travel to another location within the same country. The World Tourism Organisation defines tourists as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes." Tourism has become a popular global leisure activity. Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. Today, tourism is major source of income for many countries, and affects the economy of both the source and host countries, in some cases it is of vital importance.

The service industries which benefit from tourism include transportation services, such as airlines, cruise ships, and taxicabs, hospitality services, such as accommodations, including hotels and resorts; and entertainment venues, such as amusement parks, casinos, shopping malls, music venues, and theatres. This is in addition to goods bought by tourists, including souvenirs, clothing and other supplies.

Tourism in India has shown a phenomenal growth in the past decade. One of the reasons is that the Ministry of Tourism, India has realised the immense potential of tourism in India during vacations. India travel tourism has grown rapidly with a great influx of tourists from all across the globe who have been irresistibly attracted to the rich culture, heritage, and incredible natural beauty of India.

Travel and tourism is the largest service industry in India. It provides heritage, cultural, medical, business and sports tourism. The main objective of this sector is to develop and promote tourism, maintain competitiveness of India as tourist destination and improve and expand existing tourism products to ensure employment generation and economic growth.

Tourism plays a vital role in the economic development of a country. Tourism is the second largest foreign exchange earner in India. The tourism industry employs a large number of people, both skilled and unskilled. It promotes national integration and international brotherhood.

India has fascinated people from all over the world with her secularism and her culture. There are historical monuments, beaches, places of religious interests, hill resorts, etc. that attract tourists. Every region is identified with its handicraft, fairs, folk dances, music and its people. The Departments of Tourism promotes international and domestic tourism in the country. The Tourism Advisory Board recommends measures for promotion of tourist traffic in India. Indian tourism is adversely affected by terrorism, tours and pollution. Sincere efforts could help to further develop the Indian tourism industry.

The Tourism Advisory Board recommends measures for promotion of tourist traffic in India. It reviews the tourist trends and suggests appropriate measures. Some of the places, havelis and castles have been converted into heritage hotels. In these hotels, the tourists get the experience the exotic lifestyle of the bygone era. The exotic train 'palace on wheel's which travels through Rajasthan attracts a lot of foreign tourists. The Indian Tourism Development Corporation (ITDC) organizes entertainment programmes like folk dances and songs

andprovides shopping facilities. Today many private companies like Sita Travels, Club Mahindra etc. arrange domestic as well as foreign tours.

In 2005 The Indian Tourism Development Corporation (ITDC) stared a campaign called 'Incredible India' to encourage tourism in India. For a better growth, the department divided different places in different section like 'spiritual tourism,' 'spa tourism', 'ecotourism' and 'adventure tourism'. Things have now started looking bright for the Indian tourism industry.

Rural Tourism is relatively a new concept in the field of tourism which can bring great economic and social benefits to the local people. Rural Tourism is "a form of tourism which is located in rural areas, is rural in its function and represents a complex pattern of rural environment, economy and history." It is a suitable way to enhance economic advantage and employment. Consumers are shifting their taste from mass tourism to various other forms of tourism. Rural tourism is one such sector which is gaining importance. Rural areas with natural landscape appeals to the visitor. Improvements in transportation networks, increases in disposable incomes, and longer holidays have enabled people from urban areas to visit the countryside more easily.

There are a number of benefits frequently associated with rural tourism development. These include its ability to create employment opportunities, to increase incomes, to improve infrastructure and/or create new facilities, to diversify the economy providing a stable base for the local community, to foster pride in the local community, to foster conservation of natural, cultural and historic resources and to discourage the outmigration of youth. Rural tourism will bring people of different cultures, faiths, languages and life-styles close to one another and it will provide a broader outlook of life. It will not only generate employment for the people but it can also develop social, cultural and educational values.

Tourism Market in India

The tourism industry of India is economically important and grows rapidly. The World Travel & Tourism Council calculated that tourism generated INR6.4 trillion or 6.6% of the nation's GDP in 2012. It supported 39.5 million jobs, 7.7% of its total employment. The sector is predicted to grow at an average annual rate of 7.9% from 2013 to 2023. This gives India the third rank among countries with the fastest growing tourism industries over the next decade. India has a large medical tourism sector which is expected to grow at an estimated rate of 30% annually to reach about □ 95 billion by 2015.

According to provisional statistics 6.29 million foreign tourists arrived in India in 2011, an increase of 8.9% from 5.78 million in 2010. This ranks India as the 38th country in the world in terms of foreign tourist arrivals. Domestic tourist visits to all states and Union Territories numbered 1,036.35 million in 2012, an increase of 16.5% from 2011. The most represented countries are the United States (16%) and the United Kingdom (12.6%). In 2011 Maharashtra, Tamil Nadu and Delhi were the most popular states for foreign tourists. Domestic tourists visited the states Uttar Pradesh, Andhra Pradesh and Tamil Nadu most frequently. Chennai, Delhi, Mumbai and Agra have been the four most visited cities of India by foreign tourists during the year 2011. Worldwide, Chennai is ranked 41 by the number of foreign tourists, while Delhi is ranked at 50,Mumbai at 57 and Agra at 65 and Kolkata at 99.

The Travel & Tourism Competitiveness Report 2013 ranks India 65th out of 144 countries overall. The report ranks the price competitiveness of India's tourism sector 20th out of 144 countries. It mentions that India has quite good air transport (ranked 39th), particularly given the country's stage of development, and reasonable ground transport infrastructure (ranked 42nd). Some other aspects of its tourism infrastructure remain somewhat underdeveloped however. The nation has very few hotel rooms per capita by international comparison and low ATM penetration.As per the UNWTO World Tourism Barometer, December 2013, India's rank in the World Tourism Receipts during 2012 was 16th and rank in international tourist arrivals was 41. The rank of India was 7th among Asia and the Pacific Region in terms of tourism receipts during 2012.

The Ministry of Tourism designs national policies for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various Central Ministries/agencies, state governments, Union Territories and the representatives of the private sector. Concerted efforts are being made to promote new forms of tourism such as rural, cruise, medical and eco-tourism. The Ministry also maintains the Incredible India campaign.

India's rich history and its cultural and geographical diversity make its international tourism appeal large and diverse. It presents heritage and cultural tourism along with medical, business, educational and sports tourism.

Hotel sector is the key segment of tourism industry to earn foreign exchange. Realising the importance of hotel segment the governmenthas taken initiatives to encourage hotel industryby providing tax benefits and other incentives.Foreign investment and collaboration are nowfacilitated under new economic policy. The hotel industry has shown a spectacular growth during the last one and half decades. The number of hotel rooms has increased from 30200 in 1986 to 57386 in 1995 and to 62000 in 1996 and to 68000 in 2001. In the approved list of Department of Tourism the classified hotels are 125 in One Star, 286 Two Star, 274 Three Star, 73 Four Star, 56 Five Star, 42 Five Star Deluxe, and 41 of heritage hotel category. Inspite of rapid strides made by the hotel industry since last one decade or so, the hotel accommodation falls short of the requirement of growing inflow of the tourists. Assuming a modest growth rate of 7 to 8 percent per annum, the requirement to hotel rooms is expected to rise to 91,000 by 2002-03 and to 1.125 lakh rooms by 2005. Besides a large number of budget hotels will be required for about 200 million strong middle class Indian tourists also.

Although India has progressed a lot since the fifties with respect to tourism, she is still way behind the developed, even the developing countries. India earns one seventh of China, one fourth of Indonesia and less than half of Philippines from tourism in comparison. The development of tourism depends upon the development of an integrated infrastructure of national and international highways, railways, ports, civil aviation, telecommunication, hotel accommodation and allied services. Inadequacies of such infrastructure facilities adversely affect tourism. The sluggish growth of Indian tourism arises from India's inability to sell effectively her rich tourist potential. India should market itself as a value added tourism destination stressing its variety and cost effectiveness. Satisfaction of the tourist should be the top priority of the tourist industry. Apart from infrastructural development, tourism requires an environment of peace and stability where the tourist is sure of his safety and security. It is surprising that some small countries like Malaysia, Indonesia, Hong Kong and get Singapore have been able to attract more tourists and better receipts than India. Even in terms of quality, the diminutives like Maldives and Bhutan present an appreciable model of sustainable tourism. In this context, in order to give a Philip to the tourism trade the Central Government as well as the State Government should come forward to develop some of the newly unexploited and selected tourist places, diversify some of the culture oriented tourism to holiday and leisure tourism, develop trekking, winter sports, wild life, beach resorts tourism, launching, key markets near tourist centres, provide inexpensive accommodation and to improve service efficiency. India still hopes better to improve the tourism marketing services and to take an equal and more challenging steps with her competitors in the field more vigoursly.

Rural Tourism in India

After independence government was focusing on development of the key areas like agriculture,industry, infrastructure, etc in rural India. Tourism was never seen as a potential business, it wasgrowing at its own space. Although tourism has started receiving some attention from last decade,but rural tourism was never given any priority. Worldwide tourism is ranked second highestrevenue-generating industry next to the oil industry. It is necessary to differentiate betweendifferent type of tourists to understand and analyse their purpose of visit. There are different waysto attract domestic and foreign tourists, we need to understand what types of services are requiredto attract and retain the customers. There is a large potential market for rural tourism forespecially for foreign tourists, which has not yet developed because government has not taken upany systematic approach to attract foreign tourists. The basic concept of rural tourism is to benefit the local community through entrepreneurial opportunities, income generation, employment opportunities, conservation and development of rural arts and crafts, investment for infrastructure development and preservation of the environment and heritage. Rural tourism will bring people of different cultures, faiths, languages and life-styles close to one another and it will provide a broader outlook of life. It will not only generate employment for the people but it can also develop social, cultural and educational values. In Asia, especially in India, rural tourism in its true form is relatively new. The potential for rural tourism to be a major force in rural economic development resulting in poverty alleviation is yet to be realized to the fullest extent. Tourism growth potential can be harnessed as a strategy for Rural Development. The development of a strong platform around the concept of Rural Tourism is definitely useful for a country like India, where almost 74% of the population resides in its 7 million villages. Rural Tourism is one of the few activities which can provide a solution to these problems. Besides, there are other factors which are shifting the trend towards rural tourism like increasing levels of awareness, growing interest in heritage and culture and improved accessibility, and environmental consciousness. In the developed countries, this has resulted in a new style of tourism of visiting village settings to experience and live a relaxed and healthy lifestyle.

For creating a rural tourism experience the natural, cultural, human or capital resources indigenous to the rural area would have to be attractive to tourists. Key factors in relation to competitive advantage are the attraction (including its authenticity), quality of service and facilities, the destination's accessibility and pricing (perceived as value for money). Unless we are able to change the way tourists perceive / experience tourism in a rural scenario all these aspects will be critical from a tourist's point of view. Many of these are also aspects that should be basic to people's lives- particularly basics such as a clean environment, hygiene and sanitation. However it must remembered that we need to create an environment that will help the tourist experience rurality and not rush tocreate urban comforts in a rural setting, because that is what the "tourist will want". Ultimatelywith the combination of the Unique Selling Proposition (USP) and competitive advantage the community will need to learn and compete within the bounds of the market. Often in the case of marketing of a rural tourism product, the emphasis is on marketing an experience. This is not as simple as creating attractive advertisements and has many layers – imaging, ethics and knowingwhat sells.

Many rural tourism projects have the idea of homestays as a central part of the tourism product on offer. There are both opportunities and dilemmas related to homestays in a rural setting. On the one hand homestays allow for more decentralised benefits both in terms of economic benefits and in terms of varied and more authentic experiences for tourists.

Rural Tourism in Rajasthan

Tourism in Rajasthan has been one of the major sectors for sustaining livelihoods in the state. Rajasthan is known for its heritage, rich culture, handicrafts and cuisine, which has been attracting international and domestic tourists every year. There are well known destinations in the state mapped as tourist circuit of the world. With the changing economic scenario in the country and abroad, resulting in increasing investments and expenditure being incurred by households for tourism purpose, it is an opportunity for the state to leverage on it and attract more tourists, thereby resulting in livelihood promotion for the rural masses. However, apart from the well known destinations existing in the state, there are other sites that can attract tourists that are situated at proximity to these major tourist destinations. With the purpose of tourism undergoing change, there is a need for the state to promote less known sites that can offer rural, adventure and cultural experience.

Rajasthan's age old forts, cities of historical importance and world famous monuments have always excited the tourists. Now tourism goes beyond the closed quarters of famous historical monuments and big cities. Department of Tourism, Govt. of Rajasthan with its shift of focus on rural tourism has decided to provide the tourist a glimpse into everyday lives of villagers who carry a unique flavour of Rajasthan and make it a once-in-a-life-time experience.

Since most societies have developed in villages, there is a strong link with these small communities where the way of life, more often than not, has remained unchanged. Fortunately, tourism has taken cognizance of this fact around the world, and the development of rural tourism, as a result, has ensured a more equitable distribution of tourism income, and provided a fillip to the sustenance or ethnic cultures and lifestyles. Of nowhere else could this be truer than Rajasthan where the colourful way of village life most truly represents the way the people of this state have lived for centuries, to create a unique socio-system unparalleled elsewhere. Not only does it help to sustain local ways of living,art , music,dance and culture, it also allows the village community pride in these practices . These can be packaged by an entrepreneur as part of camping tours or heritage tours, with a feel of rural communities through the use of local means of transport, camel rides, campsite cuisine, participation in music and dance soirees and in festivals.

The countryside all over Rajasthan is dotted with small villages and rural points of interest. However, most efforts to develop rural tourism along organized lines have been made in areas outside and around Udaipur and Jodhpur, and at another level, in the Shekhawati region.

Tourism in Shekhawati

Shekhawatiis a semi desert region in north Rajasthan and is situated entirely within the triangle formed by Delhi-Bikaner-Jaipur. Shekhawati represents a region and not just a town or fort. It derived its name from its ruler RaoShekha. Shekhawati means the garden of Shekha.

The towns of Shekhawati region are known for their amazing painted havelis. So varied and architecturally rich are the havelis that this region is dubbed as the "open art gallery of Rajasthan". The plethora of painted Havelis in rich artistic tradition makes them fascinating. Most of the buildings are dated from 18th century to early 20th century. The Shekhawati region is dotted with so many havelis that tracking them is something akin to a treasure hunt. Various forms of fine art adorn the walls and the ceilings of these structures as a contrast to the otherwise flat and barren land. The havelis are noted for their frescoes depicting mythological themes and huge animals. Some later day frescoes reflect British influence in the form of steam locomotives and trains depicted on them.

There are also forts, minor castles, mosques, step-wells (called 'baoris') and chattris. The Rajputs mostly depicted the themes of historical events, personage, folk-heroes and prominent war scenes, while the Marwaris concentrated more on religious themes. However, with the passage of time and advent of the British their motifs too began change.

Nawalgarhhas some of the finest frescoes in the Shekhawati region. A huge fort with a colourful bazaar and numerous havelis with elaborate architecture make it an interesting destination. There are a few prominent havelis like AnandilalPoddar Haveli, Aath Haveli, Hodh Raj Patodia Haveli, etc., which are to be visited, as also the two forts.

Dundlodh lies in the heart of the Shekhawati Region about 7 km from Nawalgarh. It was founded in 1750. The fort is a blend of the Rajput and Mughal schools art and architecture. The Diwan-e-khas (Hall of Private Audience) has stained glass windows, fine antiques and an impressive library. A peep into the village on a camel safari is rather interesting. Fine breeding of horses has been a passion with the royals and the tradition continues. These studs are available for riding and horse safaris. A 1 day / 1 night stay over at the resort lets you sample an enchanting lifestyle.

Mandawa founded in the mid18th century Mandawa skyline today is dominated by an imposing fort, now a heritage hotel that is maintained in classic medieval style with modern luxuries. The Mandawa family has a unique collection of their preserved paintings and antiques that adorn the main huge hall in the centre of the castle, originally the durbar hall and now an exotic lounge. There are numerous havelis like Hanuman Prasad Goenka Haveli, Jhunjhunwala Haveli, Mohan LalSaraf Haveli, Chokhani Double Haveli.

Parasrampuria is a tiny village 20 kms southwest of Nawalgarh. It boasts of some of the oldest and the best preserved Shekhawati paintings in the region. The ShyamjiSharaf Haveli and 18th century haveli located near the bus stand have well preserved paintings.

Review of Literature

Reviewed Article 1

Fotiadis, Anestis, Michalko, Gabor, Ratz, Tamara (2008), "Rural Milieu in the focus of Tourism Marketing", *Journal of Tourism Challenges and Trends*, Vol. 1, No. 1,pp. 83-97

The purpose of this study was to present the importance of marketing for the development of Rural Tourism. This article also focuses on the rural milieu or the surrounding and the various elements of the rural areas to be marketed. To promote rural destination, we must have proper understanding of the rural environment. While developing product, we must ensure that authenticity of the local culture should not deteriorate.

Reviewed Article 2

Singh Prem, Mahecha G.S. (2012),"Eco tourism Potential of Western Eco-rural Circuit, Jaisalmer, Rajasthan", International Indexed & Referred Research Journal, ISSN 0975-3486, RNI-RAJBAL 2009/30097:VoL III*ISSUE-35, pp. 53-54

This paper presents the ecotourism potential of the golden city of Rajasthan, Jaisalmer. This paper have identified many areas located in the Thar Desert which has great eco-tourism potential.Author have discussed about some new identified ecotourism areas like Lanela, Kannod playa and Mohangarh etc. The potential of this eco-tourism destination has to be explored and a proper planning has to be done for the promotion of Jaisalmer as an eco-tourism destination. It is the joint responsibility of public-private sectors, tourists and local government to preserve our eco-tourism destinations to secure its sustainability.

Reviewed Article 3

Paul Nkemngu AA, (2012),"Community Benefit from Tourism": Myth or Reality A Case Study of the Soshanguve Township. J Tourism Hospitality, Vol 1, Issue 5, pp. 18-23

This study seeks to establish the extent to which the local residents in the community of Soshanguve (a township 25 kms north of Pretoria, South Africa) perceive the benefits of tourism development to have filtered into their economy. The various variables on which the impacts have been assessed are: economic, socio-cultural and environmental. Many respondents showed positive response towards tourism development and believe that such development has contributed to improvement in basic facilities such as water, electricity, transportation. A very positive response in the Soshanguve community was that tourism has increased friendliness among communities.

Reviewed Article 4

Bassey Benjamin EsuDr.,(2009),"Tourists' Satisfaction with Cultural Tourism Festival: a Case Study of Calabar Carnival Festival, Nigeria, International Journal of Business and Management, Vol. 4, No. 3, pp. 116-125

This paper examines the tourists overall satisfaction level with cultural festivals. A case study of Calabar festival (Nigeria) was used for examining the satisfaction of tourists. Majority of the visitors are satisfied with the promotional effort done for the festival. Emphasis has to be done on the development of infrastructure. The main focus is to delight the visitors by providing a satisfying cultural experience and motivating them to revisit the destination. Like Calabar festival in Nigeria, there are numerous colourful festivals in India which is also a part of tourism product and which attracts large number of visitors from all over the world.

Reviewed Article 5

Ramakumar A and ShindeRajashree Dr,(2008),"Product Development and Management in Rural Tourism", Conference on Tourism in India – Challenges Ahead, pp. 23-33

This paper discusses the concept and scenario of rural tourism along with the process of product development and management. Rural tourism enriches tourist experience as they come in contact with the local people and experience their lifestyle, culture, art, cuisine. One of the benefit from rural tourism is that it preserves the local art and culture and promotes the local artisans and give them a platform to showcase their skills and benefit from them. In Indian context, the concept of rural tourism is very useful as majority of the population resides in villages. Rural tourism can be utilised as a developmental strategy for benefiting rural community as well as enriching the experience of the tourists.

Reviewed Article 6

Odília A. M. Meneses and Aurora A. C. Teixeira (2011), "The innovative behaviour of tourism firms", Economics and Management Research Projects: An International Journal, ISSN: 2184-0309,vol 1, no 1,pp 25-35

This paper studies the innovative behaviour of the tourism firms and also tries to find out which tourism firm is the most innovative. Introducing new products or improvised version of existing products increases the competitiveness of tourism firms. Innovation in tourism can be in a product, in the process, in the market innovation, internal and external organisation. Rich in traditions, culture, arts, crafts, ethnicity, cuisine and naturally scenic locale, rural India can emerge as the new hub for travellers and sightseers.

Reviewed Article 7

NetiSisira,(2009), "Public Private Partnership in Tourism", Tourism Opportunities and Ventures,ISBN: 978-81-922695, pp. 3-5

The aim of this paper is to present different concepts and elements to explain and understand the public-private partnership in tourism.There are various benefits of public-private partnership in tourism sector. It helps in faster implementation of tourism projects, better

performance, improved quality in service. The development of strong platform around the concept of Rural Tourism is very useful for a country like India where majority of the population live in villages.

Reviewed Article 8

Rao T Umamaheswara, Sailaja V N Dr (2009),"Emerging Trends and Strategies in Tourism Marketing", Tourism Opportunities and Ventures, Chapter 2, ISBN: 978-81-922695-3-5, pp. 7-14.

This article highlights the significance of tourism along with the issues and challenges faced by the tourism sector. It also discusses the emerging trends and strategies to promote tourism in India. Tourists are keen to know about our culture, traditions and experience it in a better way. The rural side of India needs to be explored to know about the people, their culture, lifestyle.

Reviewed Article 9

KhareArpita, KhareAnshuman (2010),"Travel and Tourism Industry yet to exploit the Internet fully in India", Journal of Database Marketing & Customer Strategy Management, Vol. 17, 2, pp.106–119

This paper is based on understanding and exploring Indian customer experiences and perception about online travel services and its effect on adopting them as an alternative medium for selling travel packages. In service industry, interaction has an utmost importance due to the intangibility of tourism products. Thus the satisfaction level of the customer with the online travel services is based on the informative, attractive and interactive nature of websites.

Reviewed Article 10

Michael M G Scantlebury, (2012)"Attractions - The Beating Heart of The Tourism Industry, Are You Ready For More Change?", Journal of Tourism & Hospitality, ISSN 2167-0269, Vol 1, Issue 3, pp. 8-9.

This article focuses on the importance of attraction along with the challenges faced by those attractions and to overcome such challenges. New strategies for marketing using the new technology will help to ensure that these attractions survive. Though many things change and shall continue to change in the environment, we need to adapt to such changes.

Reviewed Article 11

MathurAshish Dr.&NihalaniMeetaDr. (2009),"Trends and Future Prospects of Tourism and Travel Business in the Era of Globalisation."Tourism Opportunities and Ventures, Chapter 20, ISBN: 978-81-922695-3-5, pp. 253-262.

This paper analyses the future trends and focuses on the issues of tourism in the era of globalisation and its consequences in the world economy. The industry players must create a brand image in the minds of the tourist to enhance visitor satisfaction. In India, there is immense potential for the growth of tourism.

Reviewed Article 12

Rao, Nageshwar, Das, R. P,(2012) "Reorienting Hrd Strategies forTourists' Satisfaction Journal of Services Research, Vol. 2, No. 1, pp. 57-59

This article throws light on how the Indian tourism industry can reorient its HRD strategies to satisfy customers in order to survive in the global competition. The major task before the tourism industry is to provide quality service to enhance the visitor experience and retaining them by providing quality facilities, satisfaction. A satisfied tourist will further increase the number of visitors by spreading all positive aspects about a destination.

Reviewed Article 13

Hashimoto, Atsuko, (2002), "In Pursuit of Paradise: Tourism and Development", Academic journal article from Harvard International Review, Vol. 24, No.3, pp.43-48

This article examines the issues associated with the creation of tourist paradise in less developed countries. Sustainability is gaining importance for the development of tourism. Alternative forms of tourism like eco-tourism, community based tourism is replacing mass tourism in developing countries.

Reviewed Article 14

Robinson Ken, (2003), "Tourism: It's about managing competitiveness too", International Trade Forum, Vol 1, pp. 17-19

There is a need to focus on how to determine and develop the future directions of destination competitiveness, which is also the main issue of this article. Destination competitiveness can be enhanced through certain development strategies, including marketing efforts(like image, quality, positioning, branding and services), destination management efforts, and sustainable tourism. Tourism is a people's business, and tourist's responds to the way they are being welcomed by the tour operators as well as the host community.

Reviewed Article 15

VENKATACHALAM V. BALAJI and VENKATESWARAN R. N, (2010), "Destination Branding: Making India Relevant and Competitive in Uncertain Environment", South Asian Journal of Tourism and Heritage, Vol. 3,No. 1, pp. 81-91

The purpose of the paper is to draw together the salient issues surrounding India as a destination brand under uncertainty into a single coherent discussion. To brand India, we need to improve our products and services. There are significant and unique challenges facing Indian destination marketers, but they should not prevent them from persevering in their aims, as successful branding brings lot of benefits.

Book Review 1

The book covers the major issues in rural tourism including agritourism, cultural/heritage tourism, ecotourism as well as planning, marketing, economic impact and more. It also presents new avenues of research in order to enhance sustainable practices both in tourism and in agri-rural sector. Overall, the book presents an overview of benchmark practices for professionals (associations of rural tourism, farmers, etc.) while offering scholars a well-founded source to gain up-to-date insights into the state of art of studies on rural and food tourism. It also presents new avenues of research in order to enhance sustainable practices both in the tourism and in the agri-rural sector.

Book Review 2

Tourism is one of the most international of industries, with both the public and private sectors increasingly concerned with issues of international competitiveness and benchmarking. Thisis no less so for domestic tourism where international standards are derived for service delivery and facilities.This book has been organised into four parts.

The first part sets the scene in terms of an introduction to globalisation and tourism.

In the second part, the authors focus on the impact of globalisation upon tourism demand, in particular the new tourist and the consequences of globalisation for both tourism promotion and the distribution system.

In the third part, the chapter focuses on elements of competitiveness and their relationship with globalisation. These elements comprise the destination itself, the role of alliances and mergers, education and quality management.

In the fourth part, the chapters review issues of sustainability in terms of the environment, culture and developing countries.

Research Gap

1. It is very important to introduce the concept of rural tourism within the society. This would help the local people to understand better the benefits of rural tourism.

2. Promotion of Rural Tourism can be done through fairs and festivals.. Fairs and Festivals can be an important tool for creating an image for the destination.

3. There is a need to bring out the concept of eco-tourism within the community. The local people need to be given education about ecotourism and the concept of sustainability.

4. The tour operator should be informed about the various events happening in the festivals, so that they can put it as a part of their product during that season which would help promoting the destination and also attract visitors from outside country.

5. Role of public – private partnership for the development of Rural Tourism.

6. To understand how local people perceive tourism.

Need of the Study

1. Although there is phenomenal growth in Indian Tourism, but rural tourism was given least priority.

2. The concept of rural tourism has a noble cause, it is another kind of sustainable tourism that exploits resources in rural regions, causes little or no harmful impact, and generatesincreasing benefits to rural areas in terms of rural productivity, employment, improveddistribution of wealth, conservation of the rural environment and culture, local people'sinvolvement, and a suitable way of adapting traditional beliefs and values to modern times.

3. The proposed study will explore the reasons why foreign and domestic tourists visit such destinations. Rural tourism has created tremendous impact on the local economy, life style and socio-culturalchanges among the rural people in and around this tourist destination.

Relevance of the Study

1. The proposed study helps to assess Rural Tourism patterns and trends in Shekhawati region.

2. The study will help to improve Shekhawati as a tourist destination from the rural tourism perspective.

3. The proposed study will assess the impact of Rural Tourism specifically in terms of Social, Cultural and Economic factors.

Objectives

1. To find out the Social Impact of Rural Tourism on the local culture.
2. To examine the Cultural Impact of Rural Tourism on the local culture.
3. To investigate the role of rural tourism in the economic development of Shekhawati.

Hypotheses

Ho1 – There is no significant Social Impact of Rural Tourism on the local residents in Shekhawati region.

Ho2 – There is no significant Economic Impact of Rural Tourism on the local residents in Shekhawati region.

Ho3 – There is no significant Cultural Impact of Rural Tourism on the local residents in Shekhawati region.

Methodology

Research Design

Research refers to the systematic method consisting of enunciating the problem, formulating a hypothesis, collecting the facts or data, analyzing the facts and reaching certain conclusions either in the form of solutions towards the concerned problem or in certain generalizations for some theoretical formulation.

The research will be conducted in Rajasthan, the sample respondents comprising local residents, tourists and tourism professionals. The data would be collected to understand the market potential of rural tourism to evaluate its positive and negative impact on society especially in the area of economy and socio-culture and to see the development inShekhawati region. Primary data will be collected from approx 500 respondents by surveys, questionnaire and interview methods. The secondary data will be conducted from different sources like websites, journals, books, magazines etc.

Sample Design

Universe: The universe of the study is Rajasthan.

Sampling Design: Data would be collected from 2 districts of Shekhawati region namely Sikar and Jhunjhunu.

Districts	No.of Respondents	Distribution of Respondents		
		Local Residents	Tourists	Tourism Industry Players
Jhunjhunu	250	300	100	100
Sikar	250			
Total	500	500		

Sample Unit: The study will collect information on the impact of rural tourism on the social, cultural and economic development of Rajasthan. The respondent will be chosen from two districts of Shekhawatiregion :Jhunjhunu and Sikar. The respondents would be chosen from 5 villages / rural towns of each district.

Districts	Villages				
Jhunjhunu	Alsisar	Parasrampura	Mandawa	Nawalgarh	Sigda
Sikar	Harsha	Khandela	Devgarh	Katrathal	KhatushyamJi

Sampling Method: There are two types of sampling methods: probability sampling and non-probability sampling. Here in this study Multi Stage sampling will be used.

Sample Size: There shall be approx 500 respondents in the sample, 300 from local residents in both districts (30 questionnaires from each village), 100 each from tourists and industry players.

Districts	No. of Respondents	Villages	No. of Respondents
Jhunjhunu	150	Alsisar	30
		Parasrampura	30
		Mandawa	30
		Nawalgarh	30
		Sigda	30
Sikar	150	Harsha	30
		Khandela	30
		Devgarh	30
		Katrathal	30
		KhatushyamJi	30
Tourists	100		
Tourism Industry Players	100		
TOTAL	**500**		

Data Collection: Both primary and secondary sources will be used to collect the data. Primary data will be collected through interview, survey and questionnaire methods.

Secondary data related to rural tourism will be collected from websites, RTDC, journals, books, magazines etc.

Analysis of data:

- Data so collected will be tabulated suitably for the purpose of analysis.
- Data will be analyzed with the help of SPSS.
- Normality and Reliability test on data will be done.
- Appropriate inferential statistical tools like Likert Scaling, Factor Analysis, Chi-square test will be applied for hypothesis testing. Reliability and validity test will be applied on questionnaire.

Limitation of the study:

- Very few studies on Rural Tourism have been carried out inShekhawati, so lack of literature can be the problem.
- The residents might not cooperate as they do not know the researcher.
- Bias of the respondents may affect the results of the study.
- Lack of knowledge of the respondent about the topic.
- The language barrier can affect the information.

Chapterization

Chapter 1 Introduction

1.1 Tourism: an Introduction
1.2 Rural Tourism in India
1.3 Rural Tourism in Shekhawati
1.4 Impacts of Rural tourism in Shekhawati Region

Chapter 2 Research Methodology

2.1 Objectives of Study
2.2 Hypothesis of Study
2.3 Data Collection
2.4 Analysis of Data
2.5 Limitations of Study

Chapter 3 Socio-Economicand Culturalimpact of Rural Tourism in Shekhawati

3.1 Social Impact of Rural Tourism in Shekhawati
3.2 Cultural Impact of Rural Tourism in Shekhawati
3.3 Economic Impact of Rural Tourism in Shekhawati

Chapter 4Data Analysis and Interpretation

Chapter 5 Conclusion

5.1 Findings
5.2 Conclusion
5.3 Suggestion
5.4 Scope for further research

Bibliography and Webliography

Appendix Questionnaire

Questionnaire for Local Residents
Questionnaire for Tourists
Questionnaire for Tourism Professionals

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Appendices:

Survey Questionnaire: Residents

Respondents Profile:Date:

Name :

Age :Sex :

Work Status :

Questions based on SOCIAL Impacts:

	IMPACTS OF TOURISM	STRONGLY AGREE	AGREE	NOT MAKE ANY DIFFERENCE	DISAGREE	STRONGLY DISAGREE
1.	Tourism has increased the prestige of the village					
2.	Tourism has made residents more proud of Shekhawati					
3.	Tourism has increased language skills of locals					
4.	Tourism has created opportunities to meet new people and learn from them					
5.	Tourism has improved hospitality & courtesy towards strangers					
6.	Tourism has brought fast development of infrastructure like roads, school, parks, hospital etc.					
7.	Tourism has increased leisure facilities and amenities.					
8.	Public health (sanitation, hygiene) have improved because of tourism					
9.	Tourism has become a problem for carrying capacity of the region					
10.	Tourism has generated problems like overcrowded					

Questions based on CULTURAL Impacts :

	IMPACTS OF TOURISM	STRONGLY AGREE	AGREE	NOT MAKE ANY DIFFERENCE	DISAGREE	STRONGLY DISAGREE
1.	Demand for traditional entertainment, art, architecture of Shekhawati have been increased because of tourism					
2.	Cultural exchange between locals & guests has occurred because of tourism					
3.	Tourism at Shekhawati have helped to conserve old buildings & heritage					
4.	There is cultural understanding through fairs and festivals			,		
5.	Performing arts (music & dance) of Shekhawati are also in demand because of tourism in the area					
6.	Tourism has given a reason for people to remain living in the community					
7.	Tourism has created cultural conflicts and loss of cultural identity					
8.	Cases of drug abuses are common because of tourism					
9.	Tourism has commercialised local culture					
10.	Problem of alcoholism has increased					

Questions based on ECONOMIC Impacts :

	IMPACTS OF TOURISM	STRONGLY AGREE	AGREE	NOT MAKE ANY DIFFERENCE	DISAGREE	STRONGLY DISAGREE
1.	Tourism has created employment opportunities for people in Shekhawati					
2.	Tourism causes an increment of investments in Shekhawati					
3.	Tourism causes an increase in life standards.					
4.	Tourism has helped to improve literacy & education facilities					
5.	Tourism has added jobs to the community			,		
6.	Tourism has brought more money into the community					
7.	Personal incomes are enhanced by getting involved in rural tourism activities in Shekhawati					
8.	Tourism has provided a way to diversify our economy					
9.	Tourism has increased the prices of goods & services					
10.	Tourism has made people corrupt					

Survey Questionnaire: Tourists

Name: Age:Sex:

Country:

From where did you get information about Shekhawati ?

Through friends & family
Through a travel agent
Through magazine / newspaper
Others, please specify

Are you visiting Shekhawati for the first time ?
Yes / No

Days of visit in Shekhawati

	IMPACTS OF TOURISM	STRONGLY AGREE	AGREE	NOT MAKE ANY DIFFERENCE	DISAGREE	STRONGLY DISAGREE
1.	Temples & Monuments at Shekhawati area have great architectural & historical value					
2.	Historical buildings at Shekhawati have great architectural and historical values					
3.	Villages serve as a great attraction for tourists					
4.	History / Traditions of Shekhawati have attracted tourists					
5.	Handicrafts of Shekhawati has local touch which make them unique					
6.	Fairs & festivals of Shekhawati are a great source of attraction for the tourists			,		

7.	Havelis of Shekhawati area are a great attraction for the tourists					
8.	Religious places at Shekhawati have great historical, architectural and religious values					
9.	Food of Shekhawati region is delicious with local / traditional touch					
10.	Local residents of Shekhawati region are good, friendly and cooperative					
11.	Information centres are equipped with all sorts of information for the tourists					
12.	Communication & transportation facilities are proper					
13.	Accommodation facilities are good					
14.	Guides in the area are good and Knowledgeable					
15.	Shekhawati is a safe place for travel					

Survey Questionnaire: Tourism Professionals

Company Profile:

Name of your Organisation :

Nature of your Business (Travel Agency / Tour Operator/Hotel) :

Year of establishment :

What is the stage of tourism in Shekhawati ? Please mark on your response.

Growing Stage
Maturity Stage
Decline Stage

	IMPACTS OF TOURISM	STRONGLY AGREE	AGREE	NOT MAKE ANY DIFFERENCE	DISAGREE	STRONGLY DISAGREE
1.	Tourism has improved the image of Shekhawati					
2.	Due to Tourism, infrastructure at Shekhawat have been enhanced such as roads, schools, hospitals etc.					
3.	Tourism has created opportunities for people at Shekhawati such as employment					
4.	Tourism has helped to rejuvenate traditions of Shekhawati area					
5.	Tourism has increased income, employment opportunities for locals			,		
6.	Attitude towards work have improved because of tourism					
7.	Living conditions have improved because of tourism					
8.	Tourists have shown respect to local culture and traditions					
9.	Working in tourism makes you feel insecure about your future employment					

10.	Governments contribution for tourism development has been good					
11.	More efforts are required to make tourism more effective in Shekhawati					
12.	Social evils has increased due to tourism					
13.	Working in tourism makes you feel insecure about your future job					
14.	Places has become overcrowded and noisy because of tourism					
15.	Tariff & taxes has increased due to tourism					